1: Nadel E-5 (1934-1936) 1942
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443 366 I have described already at some length the markets of Bida so that there is little to add here. Bida possesses six markets, three main day markets close to the 3 royal houses, two small day markets—one near the west gate, one in the strangers' quarter—and one night market. In the distinction between day and night market the village distinction between the restricted trade on ordinary week-days and the extensive trade on market-days is in some respects repeated.[1] Multiply by ten the largest village market, and its attendance and the quantity and variety of goods displayed, and you have the Bida night market. Its average attendance has been estimated at 6,000, and as regards the goods which are bought and sold, I can only repeat that there is practically nothing that cannot be obtained there, from kola-nuts to beams for roofing, and from native-tanned goatskins to watches, scissors, or bicycle spare parts. Besides, [445] there are scribes who will write letters for you, Yoruba money-changers (who charge a commission of one penny in the shilling), cooks who roast small pieces of mutton over the fire and sell the meat on wooden skewers to passers-by, drummers, barbers, tailors, loungers, not to forget [625] the policeman who regulates the traffic and keeps watch (not always a sinecure) on disturbances of the peace.

In certain respects, however, marketing and trade in Bida differ essentially from their counterpart in the village. A first difference concerns the local distribution of marketing. Bida possesses, in addition to its four markets, also more or less regular shops which are open all day, such as the wayside shops in the street of the brass-smiths, where the womenfolk of brass- and silversmiths display the goods manufactured by the men, or the permanent shops in *lálemi*, the crowded strangers' quarter. Many traders, moreover, who will attend the night market keep during day-time little wayside stands on cross-roads or busy thoroughfares. The wide local distribution of shops corresponds to the typical demands of a large, decentralized town, in which the groups of potential customers are concentrated in widely scattered localities. At the same time it expresses a keener spirit of competition, and that doctrine of 'seeking out the customer' which is familiar to all more advanced systems of marketing. Two new stands which have only appeared during my stay in Bida will illustrate what I mean. One wayside shop established itself opposite the workshops of the Public Works Department, and its customers were the labourers, who would come out to buy food, sweets, and cigarettes; the other was installed close to the Bida Middle School, and catered for the occasional wants of schoolboys and teachers. In both cases two or three young women had joined forces and were keeping shop together. These wayside shops and stands do not pay rent; street corners and cross-roads are free to everyone; nor have any quarrels over claims to a particular spot arisen—as yet. But this is essentially a fluid process; and it is not unlikely that quarrels or litigation of this kind might arise in the future if competition becomes

[1] The day markets reflect the different needs of the large town as compared with the village markets. Firewood, for example, which is never seen on village markets as the women collect their own firewood on family farms, appears in large quantities on the day markets of Bida.